



# California Monthly Olive Report



## California Department of Food and Agriculture

Cooperating with the USDA, National Agricultural Statistics Service, Pacific Regional Office-California

Pacific Regional Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · (855) 270-2722 Fax · [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca)

Month Ending: March 31, 2014 Released: April 16, 2014

### Summary Report - Sales Month Ending March 31, 2014 Converted 24/300 Case Basis

Item	Monthly Sales			Year to Date Sales			Consecutive 12 Month Sales		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	1,110,786	1,091,224	1.79	8,810,516	8,957,524	-1.64	13,082,104	13,410,197	-2.45
<b>Markets</b>									
Consumer	822,050	781,879	5.14	6,704,343	6,682,976	0.32	9,887,455	9,920,127	-0.33
Food Service	288,736	309,346	-6.66	2,106,173	2,274,547	-7.40	3,194,649	3,490,070	-8.46
<b>Styles</b>									
Whole	1,060	972	9.03	9,938	9,883	0.56	12,481	14,696	-15.08
Pitted	664,555	643,869	3.21	5,578,081	5,623,954	-0.82	8,189,812	8,287,313	-1.18
Wedged	2,392	2,636	-9.25	16,861	16,148	4.42	25,347	25,638	-1.14
Sliced	415,333	415,861	-0.13	2,985,625	3,063,462	-2.54	4,523,782	4,705,581	-3.86
Chopped	24,998	25,470	-1.85	201,252	228,833	-12.05	303,607	352,617	-13.90
Broken Pitted	2,448	2,416	1.32	18,758	15,243	23.06	27,076	24,353	11.18
<b>Key Items</b>									
24/300 Pitted	631,747	608,294	3.86	5,325,515	5,354,546	-0.54	7,794,940	7,872,382	-0.98
6/10 Pitted	30,981	34,477	-10.14	240,309	254,918	-5.73	375,053	391,813	-4.28
6/10 Sliced	250,542	270,893	-7.51	1,826,664	1,985,639	-8.01	2,763,006	3,042,769	-9.19
24/300 Whole	536	459	16.78	7,720	7,775	-0.71	9,319	10,987	-15.18
6/10 Whole	524	513	2.09	2,218	2,108	5.24	3,162	3,709	-14.76
6/10 Wedged	2,261	2,562	-11.75	15,795	15,254	3.55	23,592	24,056	-1.93
2.25 Sliced	76,379	74,758	2.17	540,012	541,286	-0.24	824,807	847,460	-2.67
4.25 Chopped	20,570	24,569	-16.28	177,668	202,893	-12.43	271,544	314,562	-13.68

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**Summary Report - Packout and Inventory**

**Month Ending March 31, 2014**

**Converted 24/300 Case Basis**

Item	Monthly Packout*			Year to Date Packout*			Inventory*		
	13/14	12/13	Percent Change	13/14	12/13	Percent Change	13/14	12/13	Percent Change
Total	1,486,754	1,317,826	12.82	9,705,837	9,099,134	6.67	9,292,861	8,509,405	9.21
<b>Markets</b>									
Consumer	1,020,373	1,184,913	-13.89	7,428,159	7,409,879	0.25	7,651,718	6,511,790	17.51
Food Service	466,382	132,914	250.89	2,277,678	1,689,254	34.83	1,641,143	1,997,616	-17.84
<b>Styles</b>									
Whole	0	0	0.00	19,336	11,237	72.08	25,627	19,059	34.46
Pitted	980,722	1,113,495	-11.92	6,266,927	6,478,050	-3.26	7,017,790	5,798,631	21.02
Wedged	9,574	0	0.00	12,180	18,718	-34.93	27,355	20,327	34.57
Sliced	452,574	152,565	196.64	3,256,306	2,371,406	37.32	1,961,043	2,322,368	-15.56
Chopped	43,463	51,766	-16.04	150,666	219,722	-31.43	214,443	283,193	-24.28
Broken Pitted	422	0	0.00	422	0	0.00	46,603	65,829	-29.21
<b>Key Items</b>									
24/300 Pitted	847,833	1,063,993	-20.32	5,922,414	6,193,140	-4.37	6,550,455	5,460,325	19.96
6/10 Pitted	131,091	46,947	179.23	333,778	260,581	28.09	448,180	309,767	44.68
6/10 Sliced	316,159	65,961	379.31	1,900,108	1,370,963	38.60	1,109,843	1,617,394	-31.38
24/300 Whole	0	0	0.00	14,363	10,658	34.76	20,179	16,453	22.65
6/10 Whole	0	0	0.00	4,973	579	758.95	5,448	2,606	109.06
6/10 Wedged	9,574	0	0.00	12,180	18,718	-34.93	24,947	19,645	26.99
2.25 Sliced	100,243	39,130	156.18	471,138	543,238	-13.27	288,572	330,025	-12.56
4.25 Chopped	29,848	28,980	3.00	118,422	177,672	-33.35	156,973	232,095	-32.37

\*Conversion factor 24 1.25 oz changed as of December 2008.

<u>Approximate Supply in Converted Cases</u>	
Total Inventory*	9,292,861
Converted Storage	8,063,023
Approximate Supply*	17,355,884

**Storage Report  
Month Ending March 31, 2014**

Whole Canning Sizes	
Size	Tons
Small	4,911
Medium	9,944
Large	14,511
Ex. Large	10,609
Ex.Large Sev. "C"	239
Jumbo	1,308
Colossal	1,154
Super Colossal	491
Orchard Run	0
Total Canning	43,168
Limited	8,852
Total	52,020
Total Converted (*155)	8,063,023

**Packout - Month Ending March 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	0	0				0	0
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	0	0	0				0	0
Colossal	0	0	0				0	0
Super Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	0	0	0				0	
Conv. Total	0	0	0					0
Prior Year	0	0	0					0
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	1,563	25,225	0				26,788	28,553
Medium	28,763	91,237	0				120,000	152,473
Large	0	245,892	3,095				248,987	247,690
Ex. Large	28,280	472,791	0				501,071	532,999
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,968	7,186	0				10,154	13,505
Colossal	0	5,502	0				5,502	5,502
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	0	0				0	0
Total	61,574	847,833	3,095				912,502	
Conv. Total	131,091	847,833	1,798					980,722
Prior Year	46,947	1,063,993	2,555					1,113,495
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	3,718	0	0	0	0		3,718	9,574
Sliced	122,780	13,354	30,041	0	244,495		410,670	452,574
Chopped	2,493	1,726	0	38,514	0		42,733	43,463
Total	128,991	15,080	30,041	38,514	244,495		457,121	
Conv. Total	335,291	19,680	20,548	29,848	100,243			505,610
Prior Year	85,967	2,780	47,474	28,980	39,130			204,331
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	422					422	422
Bkn. Pitted Green Ripe	0	0					0	0
Total	0	422					422	
Conv. Total	0	422						422
Prior Year	0	0						0

Converted Total 1,486,754

\*Conversion factor changed as of December 2008.

Consumer	1,020,373
Food Service	466,382

**Cumulative Packout - Month Ending March 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	1,184	0				1,184	1,184
Large	0	7,840	0				7,840	7,840
Ex. Large	0	570	0				570	570
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,336	472	0				2,808	5,445
Colossal	0	2,927	0				2,927	2,927
Super Colossal	0	1,370	0				1,370	1,370
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	2,336	14,363	0				16,699	
<b>Conv. Total</b>	4,973	14,363	0					19,336
<b>Prior Year</b>	579	10,658	0					11,237
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	13,809	116,736	0				130,545	146,135
Medium	77,553	1,641,825	3,605				1,722,983	1,809,030
Large	19,932	1,918,462	14,872				1,953,266	1,969,538
Ex. Large	38,223	1,888,791	0				1,927,014	1,970,168
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,968	192,580	0				195,548	198,899
Colossal	4,292	130,943	0				135,235	140,081
Sup. Colossal	0	0	0				0	0
Green Ripe Whole	0	33,077	0				33,077	33,077
<b>Total</b>	156,777	5,922,414	18,477				6,097,668	
<b>Conv. Total</b>	333,778	5,922,414	10,735					6,266,927
<b>Prior Year</b>	260,581	6,193,140	24,329					6,478,050
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	4,730	0	0	0	0		4,730	12,180
Sliced	737,906	240,816	882,026	0	1,149,116		3,009,864	3,256,306
Chopped	6,948	2,385	0	152,803	0		162,136	150,666
<b>Total</b>	749,584	243,201	882,026	152,803	1,149,116		3,176,730	
<b>Conv. Total</b>	1,938,926	287,359	603,306	118,422	471,138			3,419,151
<b>Prior Year</b>	1,428,094	90,211	370,632	177,672	543,238			2,609,847
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	422					422	422
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	422					422	
<b>Conv. Total</b>	0	422						422
<b>Prior Year</b>	0	0						0

Converted Total 9,705,837

\*Conversion factor changed as of December 2008.

Consumer 7,428,159  
Food Service 2,277,678

**Inventory - Month Ending March 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	422	0				422	422
Medium	0	2,286	0				2,286	2,286
Large	0	8,016	0				8,016	8,016
Ex. Large	0	3,859	0				3,859	3,859
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	2,447	2,032	0				4,479	7,242
Colossal	112	2,052	0				2,164	2,290
Super Colossal	0	1,512	0				1,512	1,512
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>2,559</b>	<b>20,179</b>	<b>0</b>				<b>22,738</b>	
<b>Conv. Total</b>	<b>5,448</b>	<b>20,179</b>	<b>0</b>					<b>25,627</b>
<b>Prior Year</b>	<b>2,606</b>	<b>16,453</b>	<b>0</b>					<b>19,059</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	12,919	301,328	3,454				317,701	330,839
Medium	88,454	1,505,559	10,896				1,604,909	1,700,208
Large	22,862	2,149,110	18,619				2,190,591	2,208,601
Ex. Large	63,482	1,860,856	0				1,924,338	1,996,009
Ex. Large Sev "C"	0	28,003	0				28,003	28,003
Jumbo	17,678	319,241	0				336,919	356,877
Colossal	5,117	136,553	0				141,670	147,447
Sup. Colossal	0	15,217	0				15,217	15,217
Green Ripe Whole	0	234,588	0				234,588	234,588
<b>Total</b>	<b>210,512</b>	<b>6,550,455</b>	<b>32,969</b>				<b>6,793,936</b>	
<b>Conv. Total</b>	<b>448,180</b>	<b>6,550,455</b>	<b>19,155</b>					<b>7,017,790</b>
<b>Prior Year</b>	<b>309,767</b>	<b>5,460,325</b>	<b>28,538</b>					<b>5,798,630</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,688	0	0	0	5,874		15,562	27,355
Sliced	431,007	197,219	485,207	0	703,835		1,817,268	1,961,043
Chopped	13,752	2,019	0	202,546	0		218,317	214,443
<b>Total</b>	<b>454,447</b>	<b>199,238</b>	<b>485,207</b>	<b>202,546</b>	<b>709,709</b>		<b>2,051,147</b>	
<b>Conv. Total</b>	<b>1,187,515</b>	<b>235,491</b>	<b>331,882</b>	<b>156,973</b>	<b>290,981</b>			<b>2,202,841</b>
<b>Prior Year</b>	<b>1,685,232</b>	<b>157,472</b>	<b>220,381</b>	<b>232,095</b>	<b>330,707</b>			<b>2,625,887</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	46,603					46,603	46,603
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>46,603</b>					<b>46,603</b>	
<b>Conv. Total</b>	<b>0</b>	<b>46,603</b>						<b>46,603</b>
<b>Prior Year</b>	<b>11</b>	<b>65,818</b>						<b>65,829</b>

Converted Total 9,292,861

\*Conversion factor changed as of December 2008.

Consumer	7,651,718
Food Service	1,641,143

**Sales - Month Ending March 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	0	0				0	0
Medium	0	0	0				0	0
Large	0	434	0				434	434
Ex. Large	0	0	0				0	0
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	246	0	0				246	524
Colossal	0	0	0				0	0
Super Colossal	0	102	0				102	102
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	246	536	0				782	
<b>Conv. Total</b>	524	536	0					1,060
<b>Prior Year</b>	513	459	0					972
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	424	58,922	300				59,646	59,999
Medium	7,601	166,742	1,944				176,287	184,054
Large	1,769	254,258	900				256,927	258,547
Ex. Large	3,338	110,536	0				113,874	117,643
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,071	21,222	0				22,293	23,502
Colossal	349	6,105	0				6,454	6,848
Sup. Colossal	0	688	0				688	688
Green Ripe Whole	0	13,274	0				13,274	13,274
<b>Total</b>	14,552	631,747	3,144				649,443	
<b>Conv. Total</b>	30,981	631,747	1,827					664,555
<b>Prior Year</b>	34,477	608,294	1,098					643,869
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	878	0	0	0	320		1,198	2,392
Sliced	97,298	18,982	96,788	0	186,290		399,358	415,333
Chopped	1,155	0	0	26,542	0		27,697	24,998
<b>Total</b>	99,331	18,982	96,788	26,542	186,610		428,253	
<b>Conv. Total</b>	257,231	22,209	66,203	20,570	76,510			442,724
<b>Prior Year</b>	274,356	16,516	53,695	24,569	74,832			443,968
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	2,448					2,448	2,448
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	2,448					2,448	
<b>Conv. Total</b>	0	2,448						2,448
<b>Prior Year</b>	0	2,416						2,416

Converted Total 1,110,786

Consumer 822,050  
Food Service 288,736

**Cumulative Sales - Month Ending March 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	680	0				680	680
Large	0	4,821	0				4,821	4,821
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,042	714	0				1,756	2,932
Colossal	0	816	0				816	816
Super Colossal	0	187	0				187	187
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	<b>1,042</b>	<b>7,720</b>	<b>0</b>				<b>8,762</b>	
<b>Conv. Total</b>	<b>2,218</b>	<b>7,720</b>	<b>0</b>					<b>9,938</b>
<b>Prior Year</b>	<b>2,108</b>	<b>7,775</b>	<b>0</b>					<b>9,883</b>
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	8,049	481,453	2,668				492,170	500,139
Medium	58,004	1,398,763	9,192				1,465,959	1,527,594
Large	11,654	2,183,037	9,237				2,203,928	2,213,215
Ex. Large	24,598	789,004	0				813,602	841,373
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	7,221	288,775	0				295,996	304,149
Colossal	3,348	67,029	0				70,377	74,157
Sup. Colossal	0	7,487	0				7,487	7,487
Green Ripe Whole	0	109,967	0				109,967	109,967
<b>Total</b>	<b>112,874</b>	<b>5,325,515</b>	<b>21,097</b>				<b>5,459,486</b>	
<b>Conv. Total</b>	<b>240,309</b>	<b>5,325,515</b>	<b>12,257</b>					<b>5,578,081</b>
<b>Prior Year</b>	<b>254,918</b>	<b>5,354,546</b>	<b>14,490</b>					<b>5,623,954</b>
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	6,134	0	0	0	2,600		8,734	16,861
Sliced	709,384	168,484	616,701	0	1,317,102		2,811,671	2,985,625
Chopped	5,526	1,020	0	229,249	0		235,795	201,252
<b>Total</b>	<b>721,044</b>	<b>169,504</b>	<b>616,701</b>	<b>229,249</b>	<b>1,319,702</b>		<b>3,056,200</b>	
<b>Conv. Total</b>	<b>1,863,646</b>	<b>199,523</b>	<b>421,823</b>	<b>177,668</b>	<b>541,078</b>			<b>3,203,738</b>
<b>Prior Year</b>	<b>2,017,522</b>	<b>136,375</b>	<b>409,474</b>	<b>202,893</b>	<b>542,179</b>			<b>3,308,443</b>
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	18,758					18,758	18,758
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	<b>0</b>	<b>18,758</b>					<b>18,758</b>	
<b>Conv. Total</b>	<b>0</b>	<b>18,758</b>						<b>18,758</b>
<b>Prior Year</b>	<b>0</b>	<b>15,243</b>						<b>15,243</b>

Converted Total 8,810,516

Consumer 6,704,343  
Food Service 2,106,173

**Consecutive Sales - 12 Months Month Ending March 31, 2014**

<b>RIPE WHOLE</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	0	196	0				196	196
Medium	0	1,156	0				1,156	1,156
Large	0	5,757	0				5,757	5,757
Ex. Large	0	306	0				306	306
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	1,485	714	0				2,199	3,876
Colossal	0	918	0				918	918
Super Colossal	0	272	0				272	272
Green Ripe Whole	0	0	0				0	0
<b>Total</b>	1,485	9,319	0				10,804	
<b>Conv. Total</b>	3,162	9,319	0					12,481
<b>Prior Year</b>	3,709	10,987	0					14,696
<b>RIPE PITTED</b>	6 No. 10s	24 No. 300s	24 Buff				Total	Conv. Total
Small	14,555	726,309	4,568				745,432	759,951
Medium	88,994	2,046,104	14,723				2,149,821	2,244,126
Large	18,362	3,147,839	14,821				3,181,022	3,195,543
Ex. Large	37,760	1,144,846	0				1,182,606	1,225,237
Ex. Large Sev "C"	0	0	0				0	0
Jumbo	11,021	466,651	0				477,672	490,115
Colossal	5,472	89,258	0				94,730	100,908
Sup. Colossal	0	10,680	0				10,680	10,680
Green Ripe Whole	0	163,253	0				163,253	163,253
<b>Total</b>	176,164	7,794,940	34,112				8,005,216	
<b>Conv. Total</b>	375,053	7,794,940	19,819					8,189,812
<b>Prior Year</b>	391,813	7,872,382	23,118					8,287,313
<b>LIMITED</b>	6 No. 10s	24 No. 300s	24 Buff	24 4.25 oz	24 2.25 oz		Total	Conv. Total
Segmented	9,162	0	0	0	4,280		13,442	25,347
Sliced	1,073,012	241,280	955,659	0	2,011,725		4,281,676	4,523,782
Chopped	7,782	1,224	-528	350,379	0		358,857	303,607
<b>Total</b>	1,089,956	242,504	955,131	350,379	2,016,005		4,653,975	
<b>Conv. Total</b>	2,816,434	285,174	653,021	271,544	826,562			4,852,735
<b>Prior Year</b>	3,094,549	198,998	626,684	314,562	849,042			5,083,835
<b>BROKEN PITTED</b>	6 No. 10s	24 No. 300s					Total	Conv. Total
Bkn. Pitted	0	27,076					27,076	27,076
Bkn. Pitted Green Ripe	0	0					0	0
<b>Total</b>	0	27,076					27,076	
<b>Conv. Total</b>	0	27,076						27,076
<b>Prior Year</b>	0	24,353						24,353

Converted Total 13,082,104

Consumer 9,887,455  
Food Service 3,194,649